



HOME SELLERS ROAD MAP

THE ULTIMATE GUIDE TO NAVIGATE THE HOME SELLING
PROCESS AND SELL YOUR HOME FOR TOP DOLLAR.

A LITTLE ABOUT ME



Please let me introduce myself, I am Cristina Nunez a full time licensed professional realtor. With more than 10 years of experience in sales. I have always brought abundant energy, creativity, dedication, experience and personal knowledge to my work.

I believe in... "T.E.A.M.= Together Everyone Achieves More!" I feel extremely fortunate to work with some of the industries' top professionals to continually exceed my clients expectations. My Dedication, Enthusiasm, and Professional Service Will Make Your Dreams of Becoming a Home Owner a REALITY!

If you believe that I could be a good match for you and your family, I would be humbled to be given an opportunity to become your Realtor for life.

Cristina Nunez | Realtor ®

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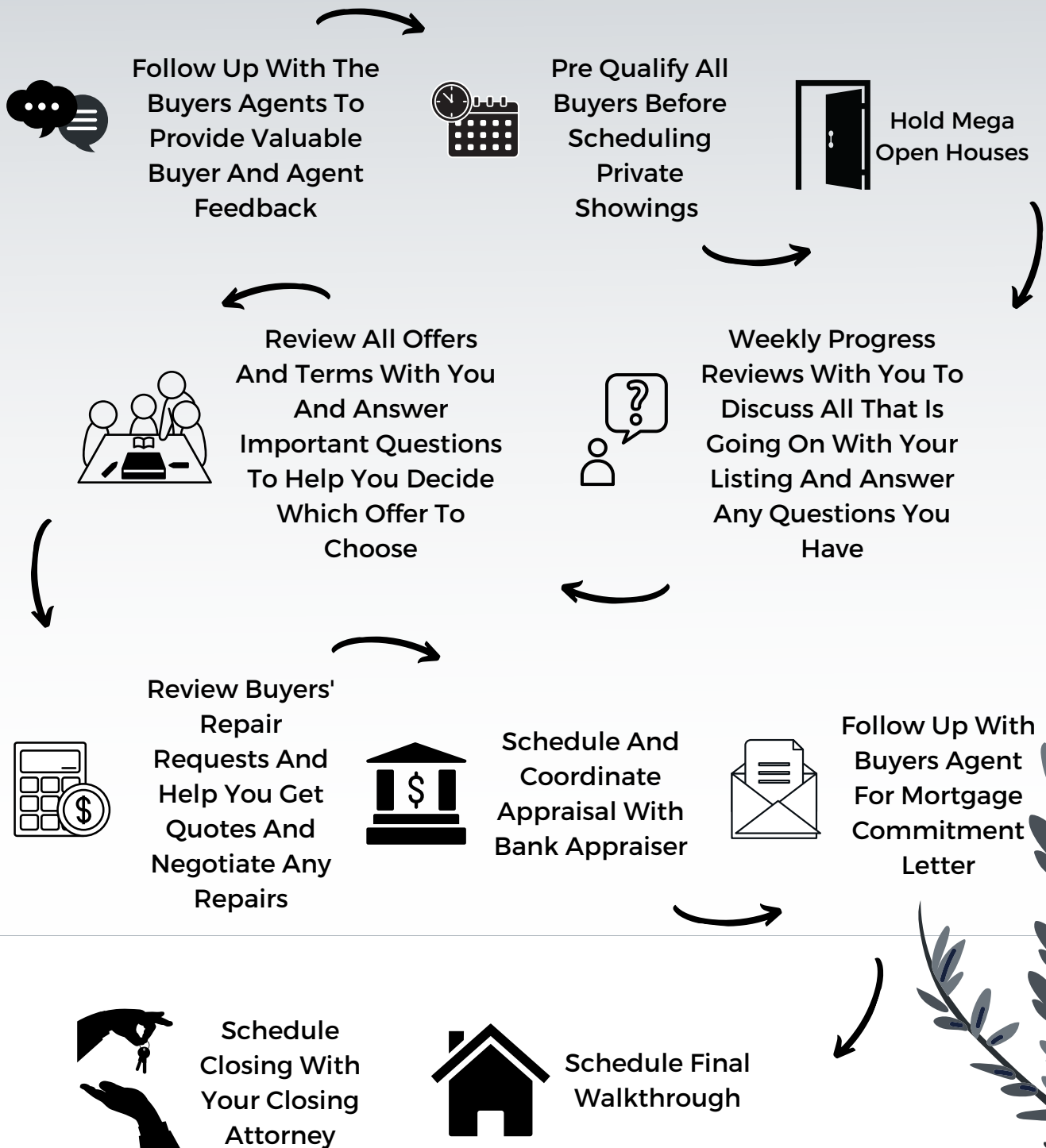
THE ROAD MAP

FROM LISTED TO SOLD



THE ROAD MAP

FROM LISTED TO SOLD



CHOOSING A REALTOR

Every seller fears signing a listing agreement with an agent who overpromises and under delivers.

We know sellers have so many choices when it comes to choosing a real estate agent. We will always work hard for our clients and ensure they have a positive experience.

We love what we do. As a result, we provide some of the most professional, Trusted , and dedicated service in the industry.

REVIEW HOME VALUE REPORT

The Comparative Market Report is a side-by-side comparison of homes for sale and homes that have recently sold in the same neighborhood. This report dives deeper into data such as type of home, number of bedrooms, number of baths, lot size, property condition and many other factors. The purpose is to give a more clear view on what other buyers and sellers are willing to pay for similar homes in the area using the sales comparison approach.





THE IMPORTANCE OF *Intelligent Pricing*

Overpricing a home can hurt more than it helps. The data shows.

- Pricing at market value will attract a large pool of buyers. Overpricing will cause these same buyers to overlook your home.

- The first two weeks of marketing are the most important. This is when all eyes are on your house. Take advantage of this time by using intelligent pricing.

- The market will speak and it never lies, but it can change its mind. If you are overpriced you will know it within the first couple days.

Fair market value is an able buyer willing to pay for the home. Home Values can be affected by a broad range of reasons, but the two biggest are condition and location.





THE IMPORTANCE OF *Intelligent Pricing*

Generally, you can use a comparison approach to value when determining your intelligent price strategy.

Sellers oftentimes are tempted to overprice believing they can always come down later if it does not work, but that's a significant mistake.

Overpricing prevents the buyers who are qualified to buy the home from ever seeing it online. Most people will search by price range and look for the best deals in that range.

Time in the market can play to your advantage or disadvantage. When you overprice and the home sits buyers start to assume something is wrong with the home because it is still for sale and nobody has bought it.

Using intelligent pricing sellers hit the market strong and are able to negotiate the best possible deal while the largest pool of buyers are interested.

STRESS FREE *listing* Guide



Complete The Prelisting Data Sheet and Listing Paperwork Together.



Complete The Sellers Disclosures.



Schedule Professional Home Photo Shoot.



Create Marketing Material For Open Houses/Social Media



Make Calls Around The Area To Find Local Qualified Buyers



Follow Up With Buyers Agents To Provide Valuable Buyer And Agent Feedback.



MAXIMIZE YOUR HOMES VALUE THROUGH *Marketing*



In 2022, the first showing will take place online.

The higher quality photos you have, the more interest you will have from buyers looking online. When interviewing agents make sure to ask how they plan to market your home. If an agent plans to use their cell phone or personal camera to take photos and market your home instead of hiring a professional photographer this should be a red flag.

In 2022 homes win the hearts of buyers online first. If you can not stand out amongst the hundreds of other homes online you take the risk of selling your home for less then you possibly could have by hiring an agent with a great marketing team.

According to the National Association of Realtors 2017 study, Not only do professional photographs help sell your home faster, but they can also help you sell your home for a higher amount. Studies show homes in the \$200,000-\$1 million range, that used high-quality photography in their listings sold for \$3,000-\$11,000 more.



THE FUN PART. THE OFFERS.

This can be an exciting yet stressful time. As your agent we aim to educate you on the pros and cons of each offer we receive and answer any questions to help you make an informed decision.

Here are some important offer terms we will discuss with you:

1

Offer Amount

2

Closing Date

3

Closing Cost

4

Earnest Money
Deposit

5

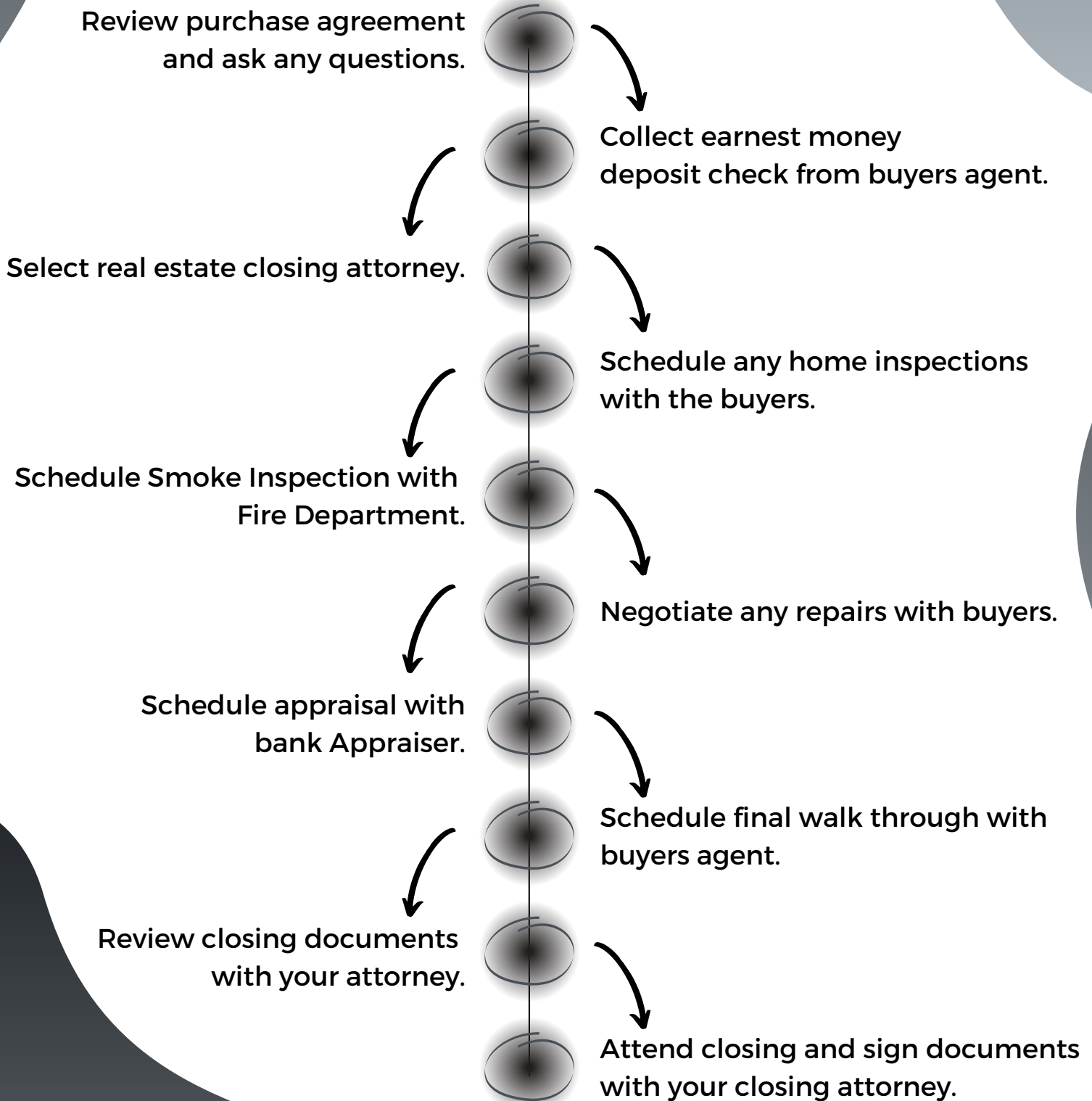
Inspection
Contingencies

6

Appraisal
Contingencies

OFFER ACCEPTED

What happens next?



MY RECOMMENDED

Contractors



Sean Rose
ADVANCED HOME INSPECTION

(805) 406.5889
seanr@advhminspection.com
2023 Preisker Ln #F, Santa Maria, CA 93454

Justin Dolores
Valley Shield Termite and Pest Solutions

OFFICE: (805) 695.4565

valleyshieldtps.com
1831 Duke Drive, Santa Maria CA 93454



Mark
ON THE MARK HOME INSPECTOR

CELL: (805) 287.0817
inspector@homeinspector.com
1130 E, Clark Ave #150-264, Santa Maria, CA 93458



MY RECOMMENDED *Escrow Companies*



Michelle Rodriguez
Fidelity National Title
CELL: (805) 922.8331
OFFICE: (805) 922.8331
michelle.rodriquez@fnf.com
2222 S Broadway Suite G, Santa Maria, CA 93454

Cynthia Veronica Alvarez
First American Title Company

OFFICE: (805) 922.58861
cyalvarez@firstam.com
411 East Betteravia Road, #100, Santa Maria CA 94354



Andrea Adinolfi
Placer Title Company
OFFICE: (805) 220.9227
aadinolfi@placertitle.com
210 E Enos Drive #E, Santa Maria CA 93454



HOME INSPECTIONS

What will buyers be looking for at inspection?

INSPECTION TIME PERIOD

The average home inspection period is 10 business days which excludes weekends and holidays.

SOME TYPE OF INSPECTIONS

Home Inspection



Mold Inspection



Pest and Bug
Inspection



HVAC Inspection



Radon Testing



Septic System
Inspection



Lead Paint
Inspection



GET READY FOR THE BIG

Closing Day

REVIEW THE CLOSING DISCLOSURE

You have three business days to review your Closing Disclosure. Use your three days wisely. Now is the time to review your documents, ask questions, and ensure you understand what you are signing up for. If something does not look correct, contact your closing attorney.

TRANSFER UTILITIES

Call your local utility providers ahead of time and let them know you will be selling the home. This will help you avoid any temporary shut offs to the new buyers.



Final Walk Through

The purpose of a final walkthrough is to make sure that the property is in the condition in which the buyer agreed to buy it. Here is a list of things buyers might check during their final walk through.

- ✓ Turn on and off every light fixture.
- ✓ Run water and check for leaks under sinks.
- ✓ Test all appliances.
- ✓ Check garage door openers.
- ✓ Open and close all doors.
- ✓ Flush toilets.
- ✓ Inspect ceilings, walls, and floors.
- ✓ Run the garbage disposal and exhaust fans.
- ✓ Test the heating and air conditioning.
- ✓ Open and close windows.
- ✓ Make sure all trash is removed from the home.

LET'S DO THIS



I'm here to help you through every step of the way. Whether you're buying or selling, I'll work with you to ensure the process is seamless and successful. Contact me today, I'd love to hear from you!

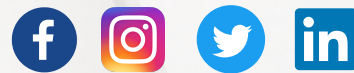
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SOLD PROPERTIES

See more of my sold properties by visiting
www.homesbycristinanunez.com

SOLD



5611 Menemsha Lane, United States

Sold for \$30K+ over asking!

SOLD



4115 Morning Ridge Drive, United States

SOLD



1709 Paraiso Drive, United States

Sold for \$20K+ over asking!

SOLD



610 Sunrise Drive 7D, United States

Sold for \$5K+ over asking!

TESTIMONIALS

CLIENT
REVIEW

"Cristina is a great realtor to work with.. Very responsive and knowledgeable. We can't thank her enough for her guidance every step of the way"

- Li Chong Ren, Seller
United States



CLIENT
REVIEW

"We had no idea how much effort went into selling a home, and when it came to finding a Realtor, we were not sure how to proceed. Cristina helped us focus on aspects that would generate interest from buyers, which was a huge help. everything was seamless, and our home sold in 2 days for above the asking price"

- Robert & Kathleen
Snyder, Seller
United States



CLIENT
REVIEW

"Cristina, fue la MEJOR agente inmobiliaria que podría haber esperado. Ella fue más allá. Se anticipó a las necesidades y las satisfizo todas con una sonrisa en su rostro y un consejo experto. Fue un absoluto placer trabajar con ella e hizo que la venta de nuestra casa y la compra de nuestra nueva casa fueran perfectas. Nos sentimos muy bendecidos de que ella fuera nuestra agente de bienes raíces"

- Lucia N., Seller
United States



Thank you for trusting Champion Real Estate x Coastal Living Real Estate Team with your Real Estate Needs. We are honored to represent you and guide you through the process. Our goal is to ensure that you are comfortable every step of the way.

Have more questions? We are always available to help! Shoot our girls a text or give one of us a call for a quick response. Helping our clients sell their home for top dollar and with the most ease is what we are passionate about – We are always here to answer your questions.



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Danielle West
Transaction Coordinator